

1. An advertisement sales and management system comprising:

database means

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entering advertisement orders into the database means,

advertisement-associated data from the database means,

20 the database means and data processing means being adapted to at least store and  
manage data relating to

an advertisement order comprising data related to an advertisement or a group of related

a medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published, and

30 contents of respective advertisements,

the advertisement sales and management system being adapted to generate data

defining the advertisement or the groups of related advertisements on the basis of entered

35 order data.

the advertisement sales and management system thereby constituting a single system supporting entry, sale and management of several related advertisements in several media based on entry of a single advertisement order.

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2. An advertisement sales and management system according to claim 1, wherein the data relating to the medium or media comprise data related to both printed media and electronic media.

10 3. An advertisement sales and management system according to claim 1, wherein the database means is adapted to store and manage, based on the single order, one or several versions of an advertisement, the version of an advertisement being identical to or different from other versions of the advertisement as published in the other insertions thereof according to the schedule or schedules defining insertions of the advertisement.

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4. An advertisement sales and management system according to claim 1, wherein the database means and the data processing means are adapted to store and manage substantially each insertion of an advertisement through a material data level that associates a material with substantially each insertion of the advertisement, the material

20 comprising:

contents of the insertion of the advertisement

presentation elements of the insertion of the advertisement,

the material defining the visual and/or audible appearance of the advertisement when

25 published in a media.

5. An advertisement sales and management system according to claim 1, wherein the contents of the advertisement comprise content elements selected from the group consisting of:

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graphical information elements such as text or logos; hyperlinks, photos, artwork, sounds, videos, animations.

5 a size of the advertisement in a printed medium, typeface or font, font size, co-ordinates for placement of text, relative positions between graphical information elements, colour of graphical information elements or parts thereof, borders, shading, three-dimensional effects.

newspapers, magazines, paper or electronic books, electronic newspapers, electronic magazines, news streamers, inserts, onsets, posters, running message displays, news-banners, TV, movies, data carriers such as CD ROMs, DVD discs, magnetic discs, DAT tapes; videos, radio, stationary telephones, mobile (cellular) telephones, teletext, public data networks including the Internet.

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30 the attributes being selected from the group consisting of:

title of the specific species of the medium, zone of the specific species of the medium, section/classification of the specific species of the medium, catch line, author (created by), creation time, creation location, the version of the advertisement as established by its

material, publication start time, publication end time, IP-address, time- and/or event-related data for the publication of the insertion of the advertisement

10. An advertisement sales and management system according to claim 1, wherein the  
5 database means and the data processing means are adapted to store and determine the price of the advertisement order based on advertisement price data selected from the group consisting of:

the material of the advertisement, the attributes associated with substantially each  
10 insertion of the advertisement, the data relating to schedule or schedules, media data, the data relating to the advertisement customer, an advertisement order structure,

thus enabling calculation of the price of an order when the order has been fully defined.

- 15 11. An advertisement sales and management system according to claim 10, wherein price data are relatable to advertisement data comprising customer contract or contracts data stored in the database, thus enabling the price calculation to be based on customer price agreements.
- 20 12. An advertisement sales and management system according to claim 10, wherein calculation and display of the price of an order is performed dynamically during establishment of the order, a price displayed on the display of a workstation reflecting the aspects of the order which have been defined or which are being defined.
- 25 13. An advertisement sales and management system according to claim 1, further comprising a WYSIWYG editor adapted to support entering or editing contents and/or presentation elements of the advertisements, the WYSIWYG editor being adapted to display, on a screen of at least one workstation of the system, the contents and presentation elements in the graphical representation defined by the data.
- 30 14. A advertisement sales and management system according to claim 1, furthermore comprising data transfer means for communicating advertisement data from the database to a file, file system or database means associated with an advertisement planning and/or production system.

15. An advertisement sales and management system according to claim 14, wherein the data transfer means is selected from the group consisting of:

address pointers, serial or parallel databusses, public telephone networks, LANs, WANs,  
5 public networks including the Internet.

16. An advertisement sales and management system according to claim 1, wherein the data stored and managed by the database means comprise user interface data defining a graphical user interface and/or other function parameters of an individual workstation or  
10 individual workstations, and/or the data model used from an individual workstation or individual workstations in the computer system.

17. An advertisement sales and management system according to claim 16, wherein the user interface data are related to a target media for the advertisement or advertisements  
15 being sold or managed, and/or to a task of a workstation operator, and/or access rights of the operator.

18. An advertisement sales and management system according to claim 16, which enables adaptation of the graphical user interface and/or other function parameters of the  
20 individual workstation(s) and/or the data model without modifying binary code of the computer system.

19. A method of managing advertisements in an advertisement sales and management system which comprises: data storage means, data retrieval means, data processing  
25 means and database means and a number of workstations;

the method comprising:

performing from one or more of the workstations one or more of the tasks selected from  
30 the group consisting of:

entering advertisement orders into the database means,  
entering advertisement-associated data into the database means and retrieving  
advertisement-associated data from the database means,

managing and storing by the data processing means and the database means, data

an advertisement customer.

10 a medium or media in which the advertisement or individual advertisement of the group of  
related advertisements is/are to be published, and

15 presentation elements of respective advertisements.

20 the method thereby supporting entry, sale and management of several related  
advertisements in several media based on entering a single advertisement order.

25 advertisements is/are to be published comprise data related to both printed media and electronic media.

30 being identical to or different from other versions of the advertisement as published in the  
other insertions thereof according to the schedule or schedules defining insertions of the  
advertisement.

22. A method according to claim 19, wherein the method further comprises the step of associating a material with substantially each insertion of the advertisement, the material comprising:

contents of the insertion of the advertisement

5 presentation elements of the insertion of the advertisement,

thereby storing and managing substantially each insertion of an advertisement through a material data level provided by the association between the material and the substantially each insertion of the advertisement,

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the material defining the visual and/or audible appearance of the advertisement when published in a media.

23. A method according to claim 22, further comprising the steps of:

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retrieving contents and/or presentation elements associated with a previously stored insertion of the advertisement from the database means,

creating a version or versions of the previously stored advertisement by editing the

20 retrieved contents and/or presentation elements, and

storing the version or versions of the advertisement in the database means as corresponding material or materials.

25 24. A method according to claim 23, further comprising the steps of:

displaying and editing in a WYSIWYG editor, on a screen of at least one workstation, the retrieved contents and/or presentation elements associated with the previously stored version of the advertisement.

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